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Digital Single Market

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The success story of the Italian startup Spreaker

Do you think you have what it takes to be a radio star? Then Spreaker is the app for you. A group of friends from Bologna have taken their love of music, new technologies and social media and turned them into a web startup venture that has already won over 3.3 million users.

[Spreaker](#) [1] allows anyone to create their own audio content and then broadcast it on the web or on Apple and Android mobile devices. Users can be part of a rich community broadcasting thousands of shows, tracks, and playlists: they can listen to rising talents, or upload their own creations to share easily with blogs, sites, and social networks. There is even a professional mixing console available for talents to create their own mixes of voice, music and sound effects.



The potential of the app became evident when it won the [Startup Cup Bologna](#) [2] prize and received support from the University of Bologna incubator, [AlmaCube](#) [3]. A crucial turning point for the startup was when it received funding from [Italian Angels for Growth](#) [4], the biggest association of business angels in Italy. "They were really the first to believe in us" says [Francesco Baschieri](#) [5], Spreaker co-founder and CEO. "I would say to young people to never give up on following their dreams and that a successful future in digital is within reach, even when economic times are difficult." With a deal just signed with iHeartRadio, the streaming platform of Clear Channel, and offices in New York, Spreaker has definitely proven that to be so.

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